

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Revised
A 280.3939
m34c

Consumer Purchases of Selected FRUITS AND JUICES

U. S. DEPARTMENT OF AGRICULTURE
★
AUGUST

1957



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

CPFJ-51

October 1957

Agriculture - Washington

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
AUGUST 1957

The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only in order to permit comparisons between periods of equal length.

SUMMARY

United States household consumers purchased 17 percent more frozen concentrated juices for home use in August 1957 than in August 1956. Greater buying of frozen concentrated orange juice accounted for almost all the gain.

Household buying of frozen lemonade concentrate rose 43 percent, but purchases of other ades declined from a year earlier.

Consumer purchases of single-strength juices were up moderately, with substantial gains reported for tomato and orange juices. Purchases of grapefruit juice, however, declined 14 percent from August 1956.

Fresh grapefruit, lemons, and Florida oranges were purchased in greater volume in August 1957 than in August a year earlier. Buying of California-Arizona oranges declined moderately.

Frozen juices, chilled juice and ades: United States household consumers purchased 5.2 million gallons of frozen concentrated orange juice in August 1957, 17 percent more than a year ago. This was the largest August volume of purchases yet reported. However, the level of purchases, the proportion of buying families, and the average quantity purchased per buying family, have declined each month since May 1957 when buying reached an all time peak.

Because of the recent high level of buying, total purchases of frozen concentrated orange juice in the current season (October 1956 to date) were 8 percent ahead of the corresponding period in the preceding season. Larger purchases per buying family mainly accounted for the increase since the proportion of families buying was usually smaller than in the preceding season.

Purchases of frozen concentrated orange juice per buying family this August averaged about seven and one-half 6-ounce cans, up two-thirds of a can from August 1956 and one-third of a can from August 1955. About 29 percent of all families bought concentrate in August 1957, compared with 28 percent a year earlier, and 31 percent in August 1955.

Prices paid for frozen concentrated orange juice in August 1957 averaged 14.2 cents per 6-ounce can, 3.1 cents less than a year earlier, but nearly 1 cent more than in the preceding month (table 1, figs. 1-5).

Household purchases of frozen concentrated juices other than orange totaled 621,000 gallons in August 1957, about 12 percent more than in August a year earlier. Less than 1 percent of United States families bought frozen concentrated grapefruit juice in August 1957, too small for analysis.

Consumer purchases of chilled orange juice totaled 1.6 million gallons in August 1957, the lowest volume since December 1956. The quantity purchased, however, was 37 percent greater than in October 1956 when this product was first reported. The increase in purchases of chilled orange juice since October 1956 was accompanied by an increase from 3 to 4 quarts in average quantity purchased per buying family. Prices paid for chilled orange juice averaged about 35 cents per quart in August 1957, 2 cents less than in October 1956.

About 2.3 million gallons of frozen lemonade concentrate were purchased for home use in August 1957, a 43 percent gain over a year earlier. Purchases in August, as for most months of the current season, were at record levels. Season-to-date purchases of concentrated lemonade were greater than the quantity bought during the entire 1954-55 season, the previous peak year. The high level of purchases during the current season was accompanied by a larger proportion of buying families, as well as larger monthly average purchase per buying family.

In August 1957 about 16 percent of all families bought frozen lemonade concentrate, compared with about 14 percent a year earlier. Purchases averaged a half dozen 6-ounce cans per buying family, an increase of more than one-half can from August 1956. Prices paid in August 1957 for frozen lemonade concentrate averaged 11 cents per can, the lowest yet reported.

Household purchases of single-strength orangeade in August 1957--576,000 cases (equivalent 24 No. 2's)--were down 8 percent from a year earlier and 12 percent from the preceding month when purchases approached record levels. The decline from a year earlier reflected a decrease in the proportion of families buying, while purchases per buying family remained unchanged. Prices paid in August 1957 for orangeade averaged 27.4 cents per 46-ounce can, up about 1 cent from a year earlier.

Shelf-pack orangeade was purchased in August 1957 by about 1 percent of the Nation's families, nearly the same proportion as in August a year earlier. However, the volume of purchases declined about 16 percent.

Household purchases of frozen single-strength lemon juice, shelf-pack lemonade, and frozen concentrated orangeade in August 1957 were too small for analysis.

Householders bought about 7.6 million cases (equivalent 24 No. 2's) of canned single-strength juices during August 1957, nearly 16 percent more than in August a year earlier. Purchases of single-strength juices have been at

record levels since March 1957, resulting in a 5 percent increase in season-to-date purchases over the corresponding period of the preceding season. The increase in total volume reflected greater buying of "other" juices (those not individually reported), tomato, and prune juice (table 2, fig. 6).

Single-strength juices were purchased by nearly 48 percent of United States families in August 1957, compared with about 46 percent a year earlier. Purchases per buying family averaged three 46-ounce cans of single-strength juice for the month, about 8 percent more than in August 1956.

More than 1.1 million cases (equivalent 24 No. 2's) of canned single-strength orange juice were purchased for home use in August 1957, 38 percent more than in August 1956, but about the same as in the preceding month. Although purchases in July and August 1957 were at the highest levels in nearly two years, the low level of buying in prior months caused the season-to-date total to be the lowest yet recorded, down 5 percent from the same period in 1955-56.

About 1 out of every 10 United States families bought single-strength orange juice in August 1957, a slightly greater proportion than a year earlier. Purchases per buying family--about two 46-ounce cans--increased 18 percent over August 1956, while prices paid declined 16 percent.

About 800,000 cases (equivalent 24 No. 2's) of canned single-strength grapefruit juice were purchased by householders in August 1957, down 14 percent from a year earlier and 7 percent from the preceding month. Purchases of grapefruit juice have averaged about 870,000 cases per month for 11 months of the current season, compared with a monthly average of slightly more than 1 million cases in 1955-56.

The smaller volume of purchases of single-strength grapefruit juice in August 1957, as compared with a year earlier, was associated with both a smaller proportion of buying families and smaller average purchases per buying family. Householders paid about 27 cents for a 46-ounce can of single-strength grapefruit juice in August 1957, up nearly 1 cent from a year earlier.

Household consumers purchased 87,000 cases (equivalent 24 No. 2's) of canned single-strength lemon juice in both August 1956 and August 1957. In both months the product was purchased by a little over 3 percent of the Nation's families, with purchases averaging nearly four 6-ounce cans per buying family. Prices paid for single-strength lemon juice in August 1957 averaged about 11 cents per 6-ounce can, compared with 12 cents a year earlier.

The 600,000 cases (equivalent 24 No. 2's) of prune juice purchased for home use in August 1957 was a slightly smaller quantity than bought in either the preceding month or in August a year earlier. The smaller volume reflected the lowest proportion of buying families, 7 percent, in about 2 years. Purchases per buying family, which averaged 2.3 quarts for the month, were slightly larger than in August 1956. About 33 cents was paid for a quart of prune juice in August 1957, nearly the same as in August 1956.

About 1.7 million cases (equivalent 24 No. 2's) of tomato juice were purchased by household consumers in August 1957. The volume, down seasonally from the preceding month, represented a 31 percent increase over a year earlier. The season-to-date total was 14 percent greater than the quantity purchased during the entire 1955-56 season.

About 16 percent of the Nation's families bought tomato juice in August 1957 with purchases averaging nearly 90 ounces per buying family. Prices paid averaged about 26 cents per 46-ounce can. Compared with August 1956, the proportion of families buying rose 1-1/2 percentage points, the average quantity purchased per buying family increased 16 percent, and prices paid declined 10 percent.

Consumer purchases of canned single-strength juices other than those individually reported totaled 3.3 million cases (equivalent 24 No. 2's) in August 1957, about 16 percent more than in August a year earlier.

Approximately 300,000 cases (equivalent 480 ounces per case) of canned grapefruit sections were purchased by householders in August 1957. The volume was slightly greater than in the preceding month, but was about 22 percent below the October 1956 level when purchases were first reported. The lower volume was reflected in fewer families buying and smaller average purchases per buying family. Prices paid, about 19 cents per No. 303 can, were up 1 cent from October 1956.

Fresh fruit: Consumers purchased 1.1 million boxes of fresh oranges in August 1957, nearly 3 percent less than in August 1956. About 21 percent of the Nation's families bought oranges during August 1957, the smallest proportion reported for any month in this series. Purchases of oranges, which averaged about 2 dozen per buying family, were priced at 48 cents a dozen, compared with 43 cents a year earlier (table 3, figs. 7 and 8).

Approximately 72 percent of the oranges purchased by householders in August 1957 were from California-Arizona, 18 percent from Florida, while the balance was unidentified as to origin.

Purchases of California-Arizona oranges, down moderately from both the preceding month and August a year earlier, were associated with a decrease in proportion of families buying. Householders paid 49 cents per dozen for California-Arizona oranges in August 1957, about 6 cents more than a year earlier.

Purchases of Florida oranges were 39 percent greater than in August 1956. The gain over the preceding August was accompanied by a higher proportion of buying families and larger purchases per buying family. Prices paid for Florida oranges averaged about 47 cents a dozen, practically unchanged from a year earlier.

Household buying of unidentified oranges was down 19 percent from August 1956, the lowest volume yet reported. Prices paid for these oranges averaged about 44 cents a dozen, up about 1 cent from August a year earlier.

About one-third more grapefruit was bought by United States householders in August 1957 than in August a year earlier. Purchases totaled 246,000 boxes, of which 37 percent were California-Arizona grapefruit, 23 percent were from Florida, and the balance was unidentified as to area of production. The increased volume over a year earlier reflected a slightly greater proportion of families buying, with purchases amounting to somewhat more than 7 grapefruit per buying family. Consumers paid about \$1.16 per dozen for grapefruit in August 1957, an increase of 7 cents over a year earlier.

Compared with August 1956, purchases of both California-Arizona and Florida grapefruit were up 14 percent, while prices paid, \$1.28 and \$1.20 per dozen, respectively, were 20 percent higher. Purchases of unidentified grapefruit increased 90 percent; but prices paid, \$1.02 per dozen, were about 15 percent lower.

Buying of fresh lemons for home use, which totaled about 508,000 boxes, was 11 percent higher in August 1957 than a year earlier. Purchases averaged more than 13 lemons per buying family, a slight increase over August 1956. Prices paid for lemons averaged about 42 cents a dozen, compared with nearly 44 cents in August a year earlier.

Table 1.--Frozen juices, refrigerated juices, and ades: U. S. total consumer purchases and average price, August 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price		
					Purchases		Quantity per purchase		Unit		
	1957	1956	1957	1956	1957	1956	1957	1956		1957	1956
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange.....	29.3	28.0	5,203	4,439	2.1	2.1	21.6	19.5	6	14.2	17.3
Grapefruit.....	1/	2/	1/	2/	1/	2/	1/	2/	6	1/	2/
Other concentrates.....	3/	3/	567	555	3/	3/	13.6	13.4	6	18.2	15.2
Total.....	31.6	30.2	5,824	4,994	2.3	2.3	20.2	18.5			
Refrigerated juice											
Chilled orange juice.....	3.1	2/	1,574	2/	3.2	2/	40.4	2/	4/	35.1	2/
Concentrated ades											
Frozen											
Lemonade.....	16.0	13.9	2,307	1,614	1.5	1.6	23.7	19.5	6	10.9	13.1
Shelf-pack											
Orangeade.....	1.3	1.5	124	147	1.5	1.5	17.1	17.1	6	16.3	16.6
Single-strength ade											
Canned orangeade.....	4.4	5.0	576	627	1.5	1.5	73.4	73.4	46	27.4	26.1

- 1/ Too few purchases for analysis.
2/ Data not obtained for this period.
3/ Information not available.
4/ Per equivalent quart.

Table 2.--Canned fruit and single-strength juices: U. S. total consumer purchases and average price, August 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price		
					Purchases		Quantity per purchase		Unit		
	1957	1956	1957	1956	1957	1956	1957	1956		1957	1956
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned fruit											
Grapefruit sections.....	5.4	2/	301	2/	1.5	2/	35.7	2/	3/16	19.1	2/
Canned juices											
Orange.....	9.6	8.5	1,124	814	1.7	1.6	58.6	52.8	46	30.6	35.6
Grapefruit.....	7.2	8.6	793	924	1.5	1.5	61.4	62.7	46	27.3	26.6
Lemon.....	3.4	3.5	87	87	1.3	1.3	17.2	16.6	5 1/2	10.8	12.0
Prune.....	7.0	7.6	595	609	1.8	1.8	40.5	38.8	32	32.8	32.5
Tomato.....	16.1	14.5	1,654	1,266	1.5	1.5	59.8	51.5	46	26.5	29.3
Total 4/.....	47.6	45.9	7,569	6,534	2.6	2.6	52.8	49.0			

1/ Equivalent cases of No. 2 cans ... 432 ounces per case.

2/ Data not obtained for this period.

3/ Net weight 1 lb. (No. 303 can).

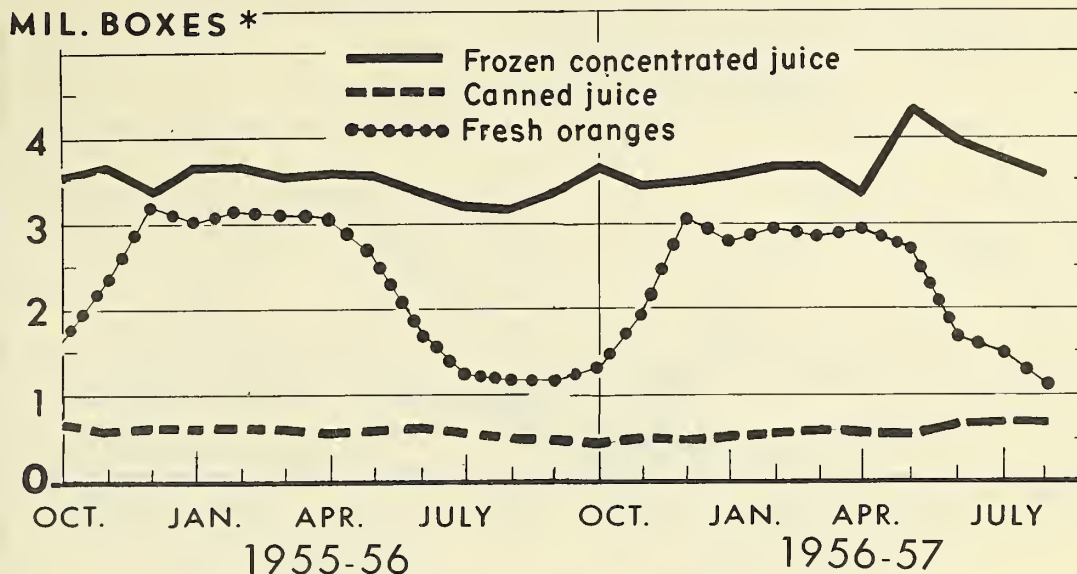
4/ Includes other single-strength juices.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, August 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price	
					Purchases		Quantity per purchase		per dozen	
	1957	1956	1957	1956	1957	1956	1957	1956	1957	1956
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona.....	16.7	17.8	810	870	1.9	1.8	12.2	13.7	48.7	42.8
Florida.....	3.0	2.6	200	144	1.9	1.6	13.1	12.3	46.9	46.8
Unidentified.....	3.3	3.8	109	134	1.3	1.3	11.7	13.2	43.5	42.3
Total 1/.....	21.2	21.9	1,129	1,160	2.0	1.9	12.2	13.5	47.8	43.0
Grapefruit										
California-Arizona.....	2.4	2.4	92	81	1.8	1.5	3.6	4.2	128.5	106.6
Florida.....	1.5	1.0	56	49	1.4	1.5	3.8	4.9	120.3	99.0
Unidentified.....	1.9	1.5	93	49	1.8	1.4	4.5	4.1	101.5	120.1
Total 1/.....	5.2	4.4	246	184	1.9	1.7	4.0	4.3	115.9	108.8
Lemons.....	25.8	26.4	508	457	1.7	1.7	7.9	7.5	42.5	43.9

1/ Includes small purchases of Texas fruit.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3776-57 (10) AGRICULTURAL MARKETING SERVICE

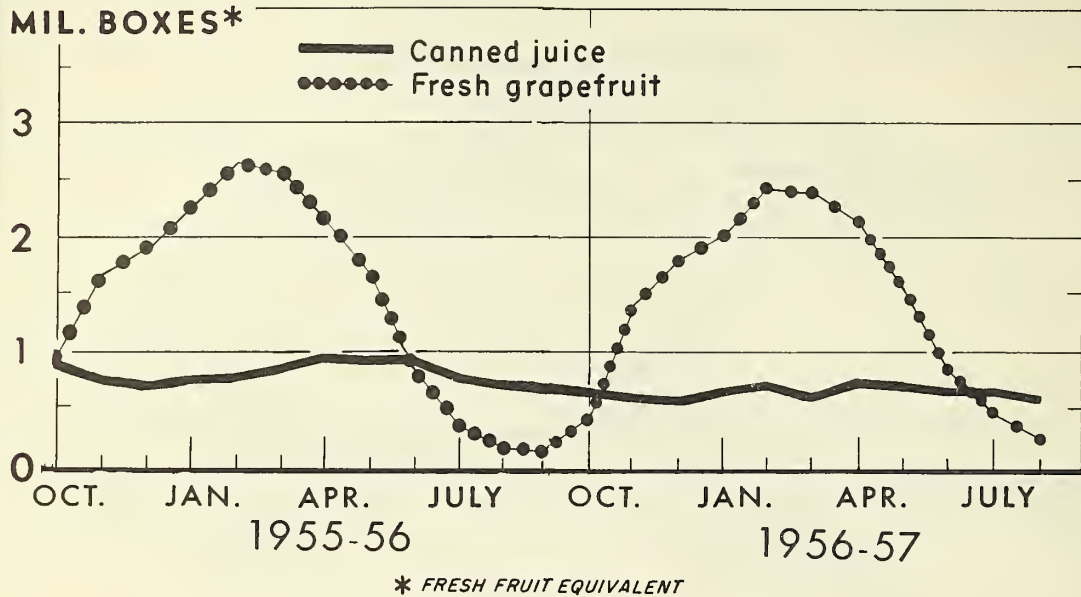
Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1955 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Total	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October.....	1,301	1,643	3,620	3,597	459	688	5,380	5,928
November.....	1,961	2,350	3,440	3,621	494	594	5,895	6,565
December.....	3,045	3,270	3,496	3,395	480	647	7,021	7,312
October-December 1/.....	7,058	8,020	11,350	11,471	1,558	2,088	19,986	21,579
January.....	2,772	3,008	3,531	3,671	516	648	6,819	7,327
February.....	2,944	3,142	3,689	3,649	566	645	7,199	7,436
March.....	2,870	3,126	3,664	3,569	588	612	7,122	7,307
October-March 1/.....	16,405	18,166	23,157	23,406	3,353	4,155	42,915	45,727
April.....	2,938	3,055	3,372	3,603	571	578	6,881	7,236
May.....	2,719	2,617	4,281	3,565	541	602	7,541	6,784
June.....	1,676	1,726	3,970	3,390	645	610	6,291	5,726
October-June 1/.....	24,276	26,041	35,734	34,916	5,271	6,078	65,281	57,035
July.....	1,477	1,268	3,786	3,201	690	534	5,953	5,003
August.....	1,129	1,160	3,590	3,147	677	484	5,396	4,791
September.....		1,129		3,310		499		4,938
Season 1/.....		29,875		45,455		7,480		82,810

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3777-57 (10) AGRICULTURAL MARKETING SERVICE

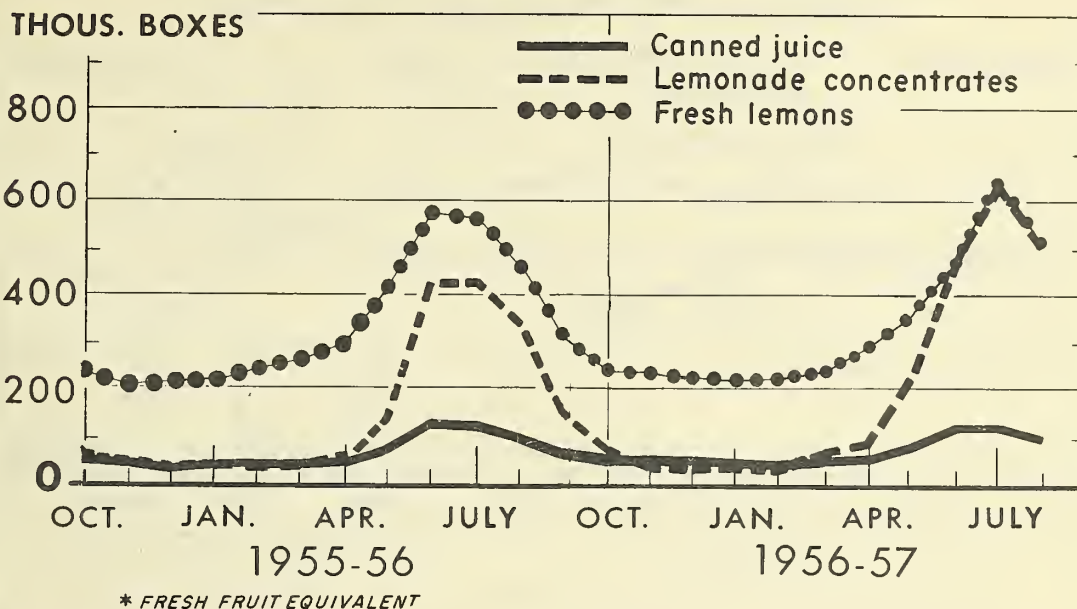
Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1955 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice		Total	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes
October.....	444	984	674	813	1,118	1,797
November.....	1,359	1,695	620	674	1,979	2,369
December.....	1,839	1,932	502	732	2,431	2,664
October-December 1/.....	4,075	5,165	2,663	2,407	6,739	7,572
January.....	2,020	2,246	573	754	2,693	3,000
February.....	2,407	2,672	716	788	3,123	3,460
March.....	2,389	2,543	608	857	2,997	3,400
October-March 1/.....	11,492	13,370	4,839	5,006	16,331	18,376
April.....	2,131	2,165	735	940	2,866	3,105
May.....	1,540	1,668	725	926	2,269	2,594
June.....	880	860	663	940	1,548	1,800
October-June 1/.....	16,359	18,411	7,118	8,029	23,477	26,440
July.....	477	353	652	768	1,129	1,121
August.....	246	184	505	705	851	889
September.....		161		679		840
Season 1/.....		19,142		10,349		29,491

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3778-57 (10) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1955 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	248	228	53	39	74	49	75	53	376	320
November.....	232	207	44	35	31	37	32	39	308	281
December.....	223	216	50	36	35	31	35	34	309	286
October-December 3/.....	774	713	162	129	151	125	154	133	1,090	975
January.....	217	218	49	37	37	32	38	37	304	292
February.....	220	242	42	42	34	34	35	36	297	320
March.....	239	261	50	42	59	37	61	40	350	343
October-March 3/.....	1,508	1,492	315	262	291	236	298	255	2,121	2,009
April.....	285	288	51	46	77	58	80	59	416	393
May.....	359	416	70	71	213	135	216	138	645	625
June.....	472	573	115	124	471	410	478	425	1,065	1,122
October-June 3/.....	2,727	2,876	507	528	1,138	894	1,152	937	4,446	4,341
July.....	642	563	116	117	618	415	629	426	1,397	1,106
August.....	508	457	95	96	487	341	500	351	1,103	904
September.....		309		65		137		141		515
Season 3/.....		4,303		815		1,370		1,940		7,058

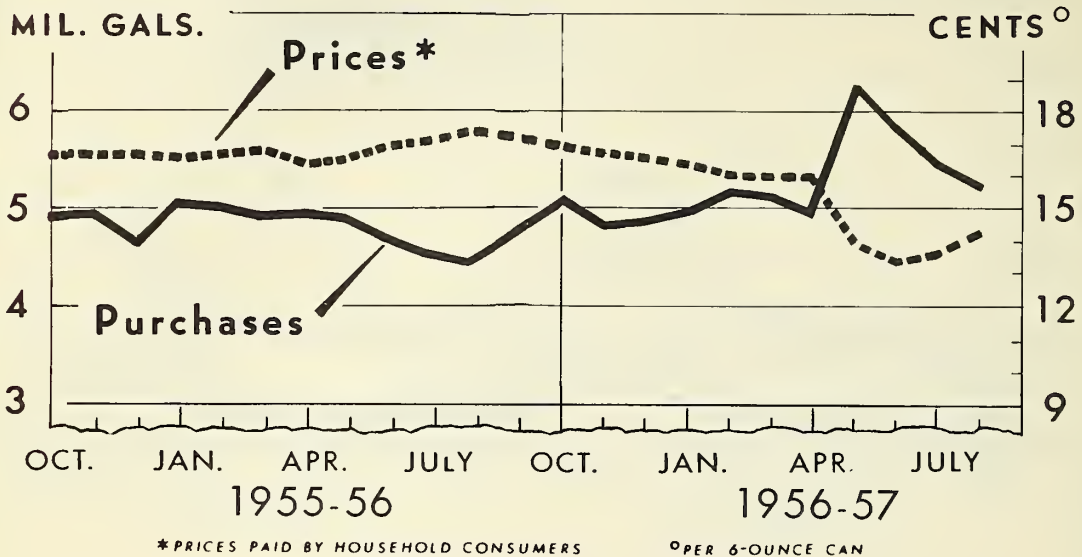
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3779-57 (10) AGRICULTURAL MARKETING SERVICE

Figure 4

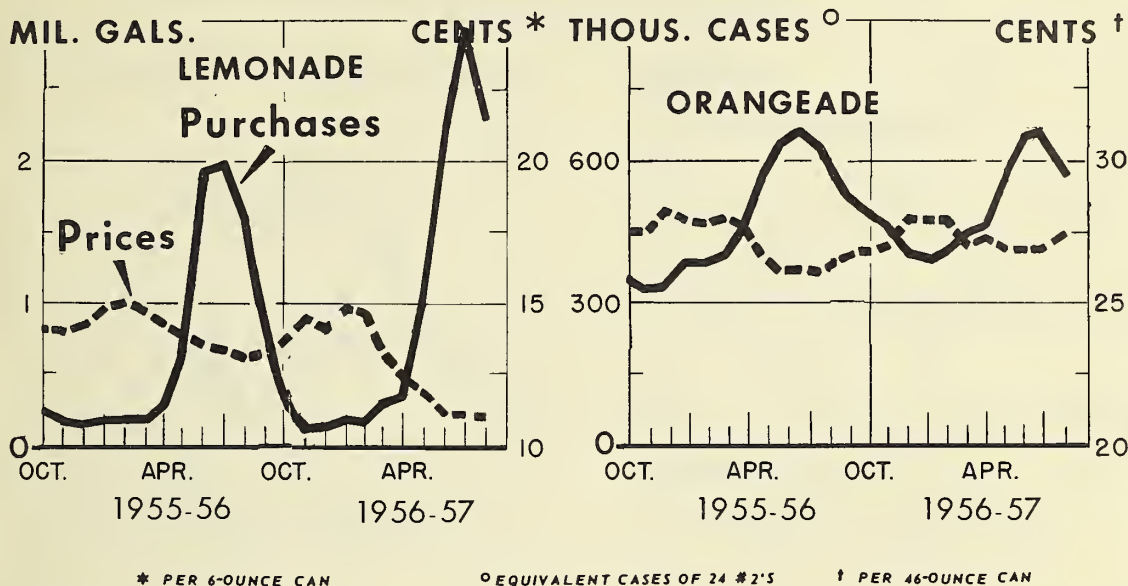
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1955 to date

Period	Purchases		Average price per 6 oz. can	
	1956-57	1955-56	1956-57	1955-56
	1,000 gallons	1,000 gallons	Cents	Cents
October.....	5,070	4,962	17.0	16.6
November.....	4,818	4,995	16.7	16.6
December.....	4,895	4,683	16.6	16.7
October-December 1/.....	15,911	15,822		
January.....	4,045	5,043	16.3	16.6
February.....	2,166	5,012	16.0	16.7
March.....	5,132	4,903	15.9	16.8
October-March 1/.....	32,433	32,216		
April.....	4,959	4,970	15.9	16.4
May.....	6,295	4,917	14.0	16.5
June.....	5,838	4,676	13.3	16.8
October-June 1/.....	50,928	48,092		
July.....	5,487	4,515	13.5	17.0
August.....	5,203	4,439	14.2	17.3
September.....		4,669		17.2
Season 1/.....		62,957		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3780 - 57 (10) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1955 to date

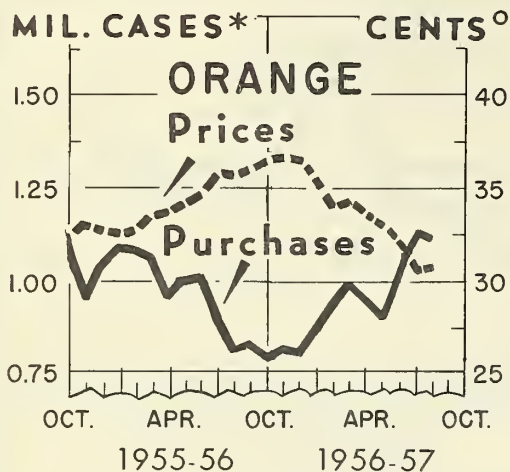
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price		Purchases		Average price	
			per 6 oz. can				per 46 oz. can	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000	1,000			1,000	1,000		
	gallons	gallons	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October.....	350	230	13.4	14.0	484	351	26.9	27.5
November.....	148	147	14.3	14.0	466	326	27.2	27.3
December.....	166	147	14.1	14.3	401	330	28.0	28.2
October-December 2/.....	718	593			1,428	1,071		
January.....	176	153	14.9	14.8	393	379	27.9	27.9
February.....	161	163	14.4	14.8	409	379	27.9	27.6
March.....	280	177	13.4	14.7	450	393	27.0	28.0
October-March 2/.....	1,382	1,121			2,781	2,348		
April.....	366	273	12.4	14.2	465	446	27.2	27.6
May.....	1,010	640	11.9	13.8	572	563	26.8	26.7
June.....	2,231	1,942	11.0	13.6	652	634	26.8	26.2
October-June 2/.....	5,397	4,239			4,609	4,106		
July.....	2,930	1,966	11.1	13.3	653	660	26.8	26.2
August.....	2,307	1,614	10.9	13.1	576	627	27.4	26.1
September.....		648		13.3		522		26.6
Season 2/.....		8,866				6,087		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

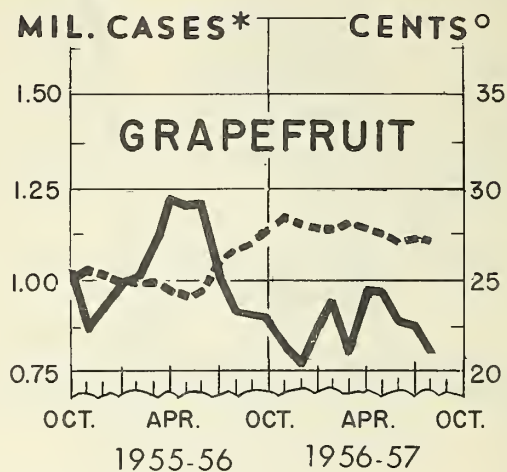
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



*EQUIVALENT CASES OF 24 #2's



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3781-57 (10) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1955 to date

Period	Orange				Grapefruit			
	Purchases		Average price per 46 oz. can		Purchases		Average price per 46 oz. can	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	775	1,104	36.4	32.3	884	1,033	27.9	25.3
November.....	834	954	36.6	33.0	813	857	28.6	25.5
December.....	810	1,038	36.4	32.8	776	930	28.1	25.2
October-December 2/.....	2,631	3,351			2,663	3,059		
January.....	871	1,081	35.0	32.7	882	981	27.9	24.9
February.....	956	1,077	34.0	33.1	939	1,025	27.9	24.8
March.....	993	1,021	34.4	33.5	797	1,114	28.1	24.8
October-March 2/.....	5,663	6,801			5,515	6,439		
April.....	949	960	33.9	33.5	978	1,223	27.8	24.5
May.....	898	1,000	32.7	34.2	969	1,204	27.4	24.4
June.....	1,071	1,013	31.9	34.5	888	1,221	27.1	24.6
October-June 2/.....	8,849	9,996			8,545	10,370		
July.....	1,146	893	30.5	35.7	854	1,007	27.4	26.0
August.....	1,124	814	30.6	35.6	793	924	27.3	26.6
September.....		839		36.2		890		27.3
Season 2/.....		12,751				13,410		

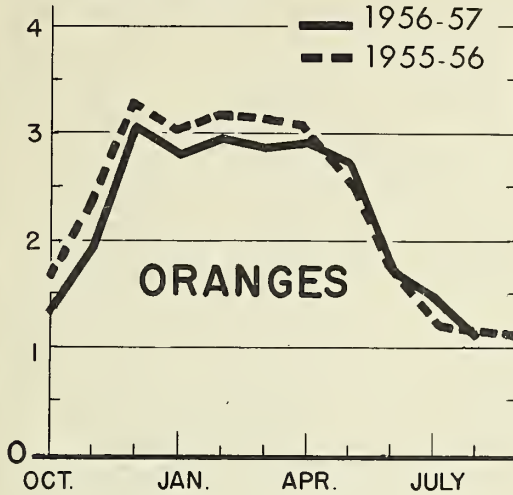
1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

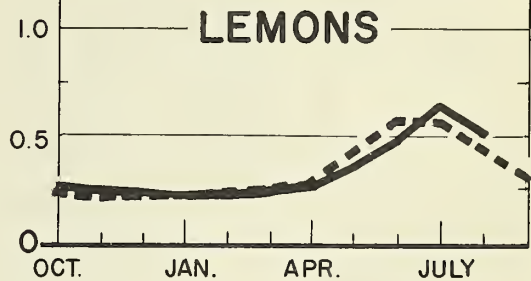
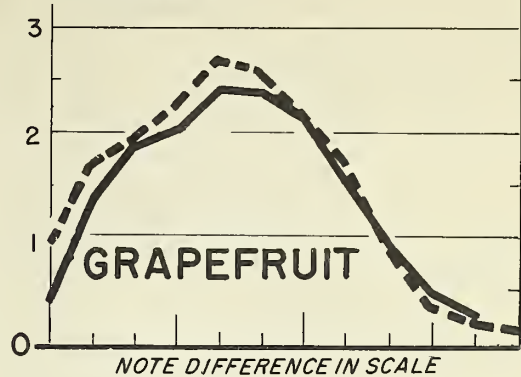
FRESH CITRUS FRUIT

Consumer Purchases

MIL. BOXES



MIL. BOXES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3782-57 (10) AGRICULTURAL MARKETING SERVICE

Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1955 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57 ¹	1955-56 ¹	1956-57 ¹	1955-56 ¹	1956-57 ¹	1955-56 ¹	1956-57 ¹	1955-56 ¹	1956-57 ¹	1955-56 ¹	1956-57 ¹	1955-56 ¹
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October.....	1,301	1,643	45.2	42.1	444	984	118.7	90.7	248	228	46.2	43.9
November.....	1,961	2,350	40.0	37.9	1,359	1,695	90.0	80.1	232	207	47.5	45.5
December.....	3,045	3,270	39.8	39.4	1,839	1,932	82.6	77.8	223	216	47.4	46.8
October-December 1/.....	7,068	8,020			4,076	5,165			774	713		
January.....	2,772	3,008	41.8	41.4	2,020	2,246	80.3	77.9	217	218	50.1	48.1
February.....	2,944	3,142	42.4	43.7	2,407	2,672	76.1	73.4	220	242	49.1	46.3
March.....	2,870	3,126	44.8	44.9	2,389	2,543	78.7	76.0	239	261	46.2	44.6
October-March 1/.....	16,405	18,166			11,492	13,370			1,508	1,492		
April.....	2,938	3,055	46.4	45.8	2,131	2,165	82.2	81.1	285	288	43.2	42.5
May.....	2,719	2,617	48.5	51.5	1,668	1,668	90.1	91.3	359	416	43.3	40.2
June.....	1,676	1,726	47.7	53.0	880	860	97.8	100.5	472	573	41.7	44.0
October-June 1/.....	24,276	26,041			16,359	18,411			2,727	2,876		
July.....	1,477	1,268	46.5	45.8	477	353	105.5	105.6	642	563	40.8	44.6
August.....	1,129	1,160	47.8	43.0	246	184	115.9	108.8	508	457	42.5	43.9
September.....		1,129		44.7		161		120.5		309		45.8
Season 1/.....		29,875				19,142				4,303		

^{1/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

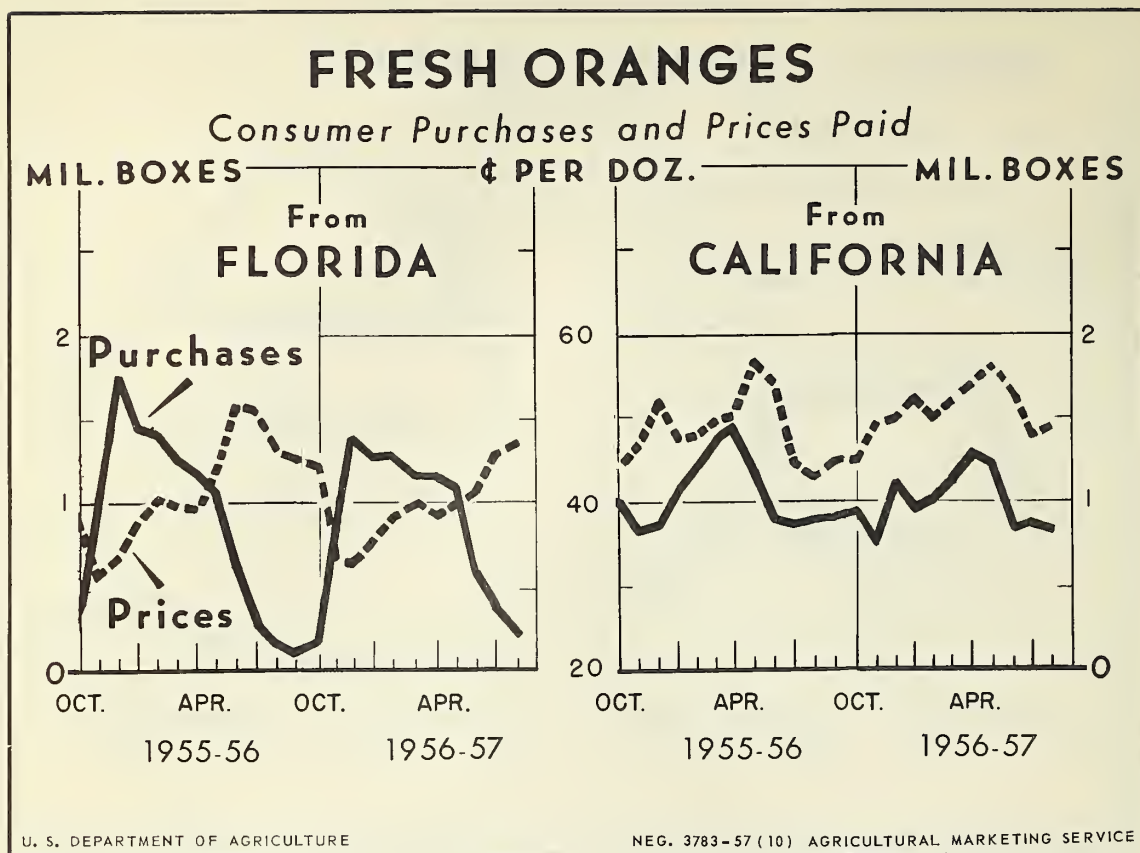


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1955 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	166	390	44.9	36.8	938	1,009	45.6	44.6
November.....	855	1,081	33.4	32.0	746	842	48.6	47.0
December.....	1,368	1,765	32.8	33.8	1,098	871	49.8	52.2
October-December 1/.....	2,750	3,613			3,024	2,953		
January.....	1,269	1,427	35.8	37.5	978	1,063	52.4	47.4
February.....	1,294	1,399	38.2	40.2	1,024	1,191	50.6	48.0
March.....	1,168	1,261	39.8	39.6	1,126	1,384	52.0	49.8
October-March 1/.....	6,769	8,070			6,455	6,944		
April.....	1,165	1,186	38.7	39.7	1,291	1,458	53.9	50.3
May.....	1,085	1,065	39.9	44.5	1,221	1,190	56.2	56.9
June.....	575	596	41.7	51.5	846	892	52.4	54.1
October-June 1/.....	9,800	11,137			10,054	10,679		
July.....	383	248	45.7	50.8	887	859	47.8	44.8
August.....	200	144	46.9	46.8	810	870	48.7	42.8
September.....		86		45.1		886		44.7
Season 1/.....		11,639				13,515		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.